

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 480879 /		<u>Alt Order #</u> 06180308
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 10/05/12 - 10/11/12		<u>Estimate #</u> 2602
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/04/12 / 10/04/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	KVVU	10/05/12	10/05/12	TMZ	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	----1--				1	\$575.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	TMZ	730-8p	-----F----	:30		\$575.00	NM		
		See MG 33.2,33.3										
N 33	KVVU	10/07/12	10/07/12	Sports Plus Su 1045p	1045p-11p		:30			NM	2	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-----1				1	\$450.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	Sports Plus Su 1045p	1045p-11p	-----Su	:30		\$450.00	NM		
		See MG 33.2,33.3										
	2	KVVU	10/05/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30		\$525.00	NM		
	Ⓜ	MG for 12.1,33.1										
	3	KVVU	10/05/12-10/05/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30		\$500.00	NM		
	Ⓜ	MG for 12.1,33.1										
Totals											133	\$89,115.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/11/12	133	\$89,115.00	\$75,747.75
Totals	133	\$89,115.00	\$75,747.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191
CREDIT RISK !! OCT4/12 12.36
HARRIS REPORT FROM REP *** KVVU-TV ***
CHANGES

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	BEN ANGLE		
SALES PRSN	PH-	TERESA	DIFURIA

PRDCT	NRCC IE 2012	EST#2602	COMMENTS: (LINE, ORDER, INVOICE)
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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT4/12 12.36

PROGRAM :	TMZ					
RA35-64 :	2.1					
CON COM1 :	TMZ					
82	A	600P-630P	30	\$525.00	10/5	10/5
						1
						FRI
PROGRAM :	NEWS					
RA35-64 :	2.1					
ORD COM1 :	SPOTS N/A. MG OFFER 6P NEWS. NOT PRE-BOOKED PLS APPROVE.					
THIS IS A	MAKE-GOOD FOR OCT5 ON LINE-12 FOR 1 SPOT/WK					
THIS IS A	MAKE-GOOD FOR OCT7 ON LINE-33 FOR 1 SPOT/WK					

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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83	A		600P-630P	30		\$500.00	10/5	10/5	1		FRI	1
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PROGRAM : NEWS
 RA35-64 : 2.1
 ORD COM1 : SPOTS N/A. MG OFFER 6P NEWS. NOT PRE-BOOKED PLS APPROVE.
 PART OF A MAKEGOOD MADE UP OF LINES 82-83

33	S		1045P-1100P	30		\$450.00	10/7	10/7	0		SUN	0
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PROGRAM : FOX5 SPRT PLUS
 RA35-64 : 2.8
 CON COM1 : FOX5 SPRT PLUS
 STATION MAKEGOOD OFFERS:
 M5 OK'D BUY#12 MISSED:FRI/730P-800P OCT5 30S \$575.00 (OCT4/12)
 BUY#33 SUN/1045P-1100P OCT7 30S \$450.00
 OFFER:FRI/600P-630P OCT5 30S \$525.00 PLS ADVISE.
 & FRI/600P-630P OCT5 30S \$500.00
 CMT:SPOTS N/A. MG OFFER 6P NEWS. NOT PRE-BOOKED PLS APPROVE.

OCT/12 89115.00 CONTRACT TOTAL 89115.00
 TOTAL SPOTS 133

MARKET TOTALS \$405,068 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE